

CLAIMS

1. A decorative wrapping label arranged for wrapping the periphery of a product and having a first appearance for identifying the product to a consumer and a second appearance for matching the product to its intended environment of use, comprising:

an elongated substrate having an adhesive back surface and a printed front surface divided between a permanently adhered section and a releasable section;

a release coating on the printed front surface of the permanently adhered section;

the printed front surface of the permanently adhered section being printed with a decorative pattern along a length of the elongated substrate extending around the periphery of the product;

the printed front surface of the releasable section being printed with product identifying information along the length of the elongated substrate in a position overlapping a portion of the permanently adhered section that is printed with the decorative pattern; and

a line of weakness between the permanently adhered section and the releasable section so that in cooperation with the release coating on the printed front surface of the permanently adhered section, the releasable section is detachable from the elongated substrate along the line of weakness revealing more of the decorative pattern around the periphery of the product.

2. The wrapping label of claim 1 in which the permanently adhered section is divided into a first permanently adhered section printed with additional product information and a second permanently adhered section printed with the decorative pattern.

3. The wrapping label of claim 2 in which the releasable section is divided into a first releasable section that is printed with the decorative pattern

and a second releasable section that is printed with the product identifying information.

4. The wrapping label of claim 3 in which the line of weakness separates the first and second releasable sections.

5. The wrapping label of claim 4 in which the first releasable section is sized for overlapping the first permanently adhered section and for being temporarily affixed to the first permanently adhered section so that the first releasable section is retractable for revealing the additional product information printed on the first permanently adhered section and so that the first releasable section is reaffixable to the first permanently adhered section for recovering the additional product information printed on the first permanently adhered section.

6. The wrapping label of claim 4 in which the first releasable section is located between the second permanently adhered section and the second releasable section along the length of the elongated substrate.

7. The wrapping label of claim 1 in which the permanently adhered section extends in length around the entire periphery of the product.

8. The wrapping label of claim 7 in which the decorative pattern covers the entire periphery of the product.

9. The wrapping label of claim 8 in which the decorative pattern is a graphic pattern devoid of text.

10. A label wrapping system for a product that is convertible between a first display mode presenting information about the product and a second display mode presenting a decorative motif appropriate for the product's environment of use, comprising:

an elongated substrate having a first portion sized in length for wrapping around the entire periphery of the product and a second portion sized

in length for overwrapping a portion of the length of the first portion of the elongated substrate;

the first portion of the elongated substrate having a front surface printed in a decorative pattern and a back surface arranged for permanently bonding the first portion of the elongated substrate to the product;

the second portion of the elongated substrate having a front surface printed with information about the product and a back surface arranged for temporarily bonding the second portion of the elongated substrate to the front surface of the first portion of the elongated substrate; and

at least part of the second portion of the elongated substrate being detachable from the first portion of the elongated substrate for converting the label wrapping system from the first display mode in which the printed information about the product is displayed to the second display mode in which the printed information about the product is removed revealing an overlapped part of the decorative pattern.

11. The label wrapping system of claim 10 in which the first portion of the elongated substrate includes a first information section in which other product information is printed on the front surface of the first portion of the elongated substrate and a second decoration section in which the decorative pattern is printed on a remaining part of the front surface of the first portion of the elongated substrate.

12. The label wrapping system of claim 11 in which the second portion of the elongated substrate includes a first decoration section in which the decorative pattern is printed on the front surface of the second portion of the elongated substrate and a second information section in which the product information is printed on a remaining part of the front surface of the second portion of the elongated substrate.

13. The label wrapping system of claim 12 in which the second information section of the second portion of the elongated substrate is

detachable from the first decoration section of the second portion of the elongated substrate.

14. The label wrapping system of claim 13 in which the first decoration section of the second portion of the elongated substrate is retractable for revealing the other product information printed on the first information section of the first portion of the elongated substrate.

15. The label wrapping system of claim 14 in which the first decoration section of the second portion of the elongated substrate is rebondable to the first information section of the first portion of the elongated substrate.

16. The label wrapping system of claim 12 in which the first decoration section of the second portion of the elongated substrate includes an uninterrupted part of the decorative pattern printed on the second decoration section of the first portion of the elongated substrate.

17. The label wrapping system of claim 16 in which one end of the first decoration section of the second portion of the elongated substrate is contiguous with one end of the second decoration section of the first portion of the elongated substrate and another end of the first decoration section of the second portion of the elongated substrate is arranged for being wrapped adjacent to another end of the second decoration section of the first portion of the elongated substrate for displaying the decorative pattern around the entire periphery of the product.

18. The label wrapping system of claim 10 in which a release is applied to the front surface of the first portion of the elongated substrate and an adhesive is applied to the back surface of the second portion of the elongated substrate for forming a temporary bond between the first and second portions of the elongated substrate.

19. The label wrapping system of claim 18 in which a common adhesive is applied to the back surfaces of the first and second portions of the elongated substrate.

20. A multipurpose label comprising:

a substrate sized in length greater than a periphery of a product;

a front surface of the substrate being covered with a release and a back surface of the substrate being covered with an adhesive that is compatible with the release for forming a releasable bond between first and second portions of the substrate;

the front surface of the first portion of the substrate being printed with information about the product and the front surface of the second portion of the substrate being printed with a decoration pattern that is sized in length to extend around the entire periphery of the product; and

the first portion of the substrate overlapping a part of the second portion of the substrate with the releasable bond and being removable for revealing the decorative pattern around the entire periphery of the product.

21. The label of claim 19 in which the decorative pattern is a graphic pattern devoid of text.

22. The label of claim 19 in which the removal of the first portion of the substrate completes the graphic pattern.

23. The label of claim 19 in which the first portion includes both a decoration section printed with the decorative pattern and an information pattern printed with the product information.

24. The label of claim 23 in which the second portion includes both an additional product information section and a decoration section that is printed with the decorative pattern.

25. The label of claim 24 in which the decoration section of the first portion is releasable from the additional product information section for

temporarily retracting the decoration section of the first portion and temporarily revealing the additional product information.

26. A method of labeling a product with a wrapping label having a first display mode presenting information about the product and a second display mode presenting a decorative motif appropriate for the product's environment of use, comprising steps of:

wrapping an elongated substrate around a periphery of a product and a portion of the elongated substrate already wrapped around the periphery of the product;

forming a permanent bond between the elongated substrate and the product and a temporary bond between the elongated substrate and the overwrapped portion the elongated substrate;

the permanently adhered portion of the elongated substrate being printed with a decorative pattern extending around the periphery of the product;

the temporarily adhered portion of the elongated substrate being printed with information about the product;

positioning the printed information on the temporarily adhered portion overlying a part of the decorative pattern on the permanently adhered portion in accordance with the first display mode in which the printed information about the product is displayed; and

locating a line of weakening between the temporarily adhered portion and the permanently adhered portion so that the temporarily adhered portion can be removed from the permanently adhered portion in accordance with the second display mode in which the printed information about the product is removed revealing the underlying decorative pattern.

27. The method of claim 26 in which the decorative pattern is visible around a limited portion of the product periphery in the first display mode, and the decorative pattern is visible around the entire product periphery in the second display mode.

28. The method of claim 27 in which the temporarily adhered portion is divided into a first decoration section printed with the decorative pattern and a second information section printed with the product information.

29. The method of claim 28 in which the permanently adhered portion is divided into a first information section printed with other product information and a second decoration section printed with the decorative pattern.

30. The method of claim 29 in which the step of positioning includes positioning the first decoration section of the temporarily adhered portion over the first information section of the permanently adhered portion.

31. The method of claim 30 in which the step of positioning includes positioning the second information section of the temporarily adhered portion over the second decoration section of the permanently adhered portion.

32. The method of claim 31 in which the step of locating includes locating the line of weakening between the first decoration section of the temporarily adhered portion and the second information section of the temporarily adhered portion.

33. The method of claim 29 including a step of aligning opposite ends of the first decoration section of the temporarily adhered portion adjacent to opposite ends of the second decoration section of the permanently adhered portion so that upon removal of the second information section along the line of weakening, the decorative pattern surrounds the entire periphery of the product.